

Rep Order# 8882978 Ver# 1 Status New  
EC'd No

Traffic Order# 65730

Printed: 10/15/2012 11:12 AM  
Last Received: 10/15/2012 10:52 AM  
Showing Buylines: All Lines

1 of 3

Station KTVX-TV SALT LAKE CITY  
Advertiser ( ) CENTER FORWARD  
Product CENTER FORWARD  
Estimate# 2072  
Buyer Spencer Wood  
Phone#  
Fax#

Agency ( ) WATERFRONT STRATEGIES  
3050 K ST NW, SUITE 100  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 96/102/2072  
Flight Dates 10/16/2012 - 10/22/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) JAN FOX  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-2063

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER PLS CONFIRM  
FLIGHT DATES ARE 10/16-10/22

| LT | Ln | Day  | Time    | Program                     | Len | Rate     | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|----|------|---------|-----------------------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
|    | 1  | TU-F | 6A-630A | GOOD MORNING UTAH-6AM       | :30 | \$250.00 | 10/16-10/19 | 3          | 1          | 3           | \$750.00   |         |
|    | 2  | SU   | 6A-7A   | GOOD MORNING AMERICA SUNDAY | :30 | \$175.00 | 10/21-10/21 | 1          | 1          | 1           | \$175.00   |         |
|    | 3  | TU-F | 630A-7A | GOOD MORNING UTAH-630AM     | :30 | \$250.00 | 10/16-10/19 | 3          | 1          | 3           | \$750.00   |         |
|    | 4  | TU-F | 11A-12P | THE VIEW                    | :30 | \$300.00 | 10/16-10/19 | 2          | 1          | 2           | \$600.00   |         |
|    | 5  | TU-F | 1P-2P   | GENERAL HOSPITAL            | :30 | \$200.00 | 10/16-10/19 | 4          | 1          | 4           | \$800.00   |         |
|    | 6  | TU-F | 2P-3P   | ANDERSON COOPER             | :30 | \$400.00 | 10/16-10/19 | 1          | 1          | 1           | \$400.00   |         |
|    | 7  | TU-F | 3P-4P   | ELLEN                       | :30 | \$400.00 | 10/16-10/19 | 4          | 1          | 4           | \$1,600.00 |         |
|    | 8  | TU-F | 430P-5P | ABC4 NEWS @ 430P            | :30 | \$400.00 | 10/16-10/19 | 1          | 1          | 1           | \$400.00   |         |
|    | 9  | SA   | 5P-530P | ABC4 NEWS-5P SAT            | :30 | \$400.00 | 10/20-10/20 | 1          | 1          | 1           | \$400.00   |         |
|    | 10 | SU   | 5P-530P | ABC4 NEWS-5P SUN            | :30 | \$400.00 | 10/21-10/21 | 1          | 1          | 1           | \$400.00   |         |
| *  | 11 | SA   | 5P-930P | NASCAR SPRINT: CHARLOTTE    | :30 | \$750.00 | 10/20-10/20 | 1          | 1          | 1           | \$750.00   |         |

16-5 15B P3 gun wild and new p1

Station KTVX-TV SALT LAKE CITY  
 Advertiser ( ) CENTER FORWARD  
 Product CENTER FORWARD  
 Estimate# 2072  
 Buyer Spencer Wood  
 Phone#  
 Fax#  
 Agency ( ) WATERFRONT STRATEGIES  
 3050 K ST NW, SUITE 100  
 WASHINGTON, DC 20007  
 Agency C/P1/P2/E 96/102/2072  
 Flight Dates 10/16/2012 - 10/22/2012  
 Hiatus Weeks  
 Rep Firm  
 Sales Office ( ) WASHINGTON  
 Salesperson ( ) JAN FOX  
 Salesperson Phone# 202-872-5880  
 Salesperson FAX# 202-872-0263

| LT | Ln | Day    | Time      | Program                | Len | Rate       | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|----|--------|-----------|------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
|    | 12 | TU-F   | 6P-630P   | ABC 4 NEWS AT 6P       | :30 | \$500.00   | 10/16-10/19 | 4          | 1          | 4           | \$2,000.00 |         |
|    | 13 | SA     | 6P-9P     | ABC COLLEGE FTBL-PRIME | :30 | \$1,200.00 | 10/20-10/20 | 1          | 1          | 1           | \$1,200.00 |         |
|    | 14 | TU-F,M | 630P-7P   | TWO & A HALF MEN       | :30 | \$750.00   | 10/16-10/22 | 2          | 1          | 2           | \$1,500.00 |         |
|    | 15 | TH     | 8P-9P     | GREY'S ANATOMY         | :30 | \$4,000.00 | 10/18-10/18 | 1          | 1          | 1           | \$4,000.00 |         |
|    | 16 | TU-F   | 10P-1035P | ABC 4 NEWS AT 10PM     | :30 | \$900.00   | 10/16-10/19 | 1          | 1          | 1           | \$900.00   |         |
|    | 17 | M      | 1P-2P     | GENERAL HOSPITAL       | :30 | \$200.00   | 10/22-10/22 | 1          | 1          | 1           | \$200.00   |         |
|    | 18 | M      | 3P-4P     | ELLEN                  | :30 | \$400.00   | 10/22-10/22 | 1          | 1          | 1           | \$400.00   |         |
|    | 19 | M      | 6P-630P   | ABC 4 NEWS AT 6P       | :30 | \$500.00   | 10/22-10/22 | 1          | 1          | 1           | \$500.00   |         |

---REPORT TOTALS---  
 Report Totals: 34 / \$17,725.00

---SALES MONTHLY TOTALS---  
 Oct 12: 34 / \$17,725.00  
 Sales Totals: 34 / \$17,725.00  
 Station Totals: 34 / \$17,725.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---  
 Market Totals \$72,942  
 CABL 0% KAZG 0% KJZZ 8% KPNZ 0% KSL 30%  
 KSTU 5% KTVX 24% KUCW 2% KUPX 0% KUTV 30%  
 NTVX 0%

Rep Order# 8882978 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 10/15/2012 11:12 AM  
Last Received: 10/15/2012 10:52 AM  
Showing Buylines: All Lines

3 of 3

Station KTVX-TV SALT LAKE CITY  
Advertiser ( ) CENTER FORWARD  
Product CENTER FORWARD  
Estimate# 2072  
Buyer Spencer Wood  
Phone#  
Fax#

Agency ( ) WATERFRONT STRATEGIES  
3050 K ST NW, SUITE 100  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 96/102/2072  
Flight Dates 10/16/2012 - 10/22/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) JAN FOX  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

Books null  
Demos RA35+

Rep Order# 8882978 Ver# 3 Status Revised  
EC'd Yes

Traffic Order# 65730

Printed: 10/15/2012 12:39 PM  
Last Received: 10/15/2012 12:33 PM  
Showing Buylines: All Rep Revised Lines

1 of 2

OCT 15 2012

Station KTVX-TV SALT LAKE CITY  
Advertiser ( ) CENTER FORWARD  
Product CENTER FORWARD  
Estimate# 2072  
Buyer Spencer Wood  
Phone#  
Fax#

Agency ( ) WATERFRONT STRATEGIES  
3050 K ST NW, SUITE 100  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 96/102/2072  
Flight Dates 10/16/2012 - 10/22/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) JAN FOX  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

CANCL LN 11 ADD 20

| LT | Ln  | Day | Time    | Program                                   | Len | Rate     | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|-----|-----|---------|-------------------------------------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
|    | *11 | SA  | 5P-930P | NASCAR SPRINT: CHARLOTTE                  | :30 | \$750.00 | 10/20-10/20 | 0          | 0          | 0           | \$0.00     |         |
|    |     |     |         | Sales Remark: V3 CANCL NO NASCAR          |     |          |             |            |            |             |            |         |
|    |     |     |         | V3 Comment Changed, Spots/week Changed    |     |          |             |            |            |             |            |         |
|    | *20 | SA  | 10A-5P  | Buyline Comment: COLLEGE FOOTBALL ROTATOR | :30 | \$750.00 | 10/20-10/20 | 1          | 1          | 1           | \$750.00   |         |
|    |     |     |         | Sales Remark: V3 MKG FOR LN 11            |     |          |             |            |            |             |            |         |
|    |     |     |         | V3 Added                                  |     |          |             |            |            |             |            |         |

---REPORT TOTALS---

Report Totals: 1 / \$750.00

---SALES MONTHLY TOTALS---

Oct 12: 34 / \$17,725.00  
Sales Totals: 34 / \$17,725.00  
Station Totals: 34 / \$17,725.00  
Lines not sent/rcld/rtn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$72,942 CABL 0% KAZG 0% KJZZ 8% KPNZ 0% KSL 30%

Rep Order# 8882978 Ver# 3 Status Revised  
EC'd Yes

Traffic Order# 65730

Printed: 10/15/2012 12:39 PM  
Last Received: 10/15/2012 12:33 PM  
Showing Buylines: All Rep Revised Lines

Station KTVX-TV SALT LAKE CITY  
Advertiser ( ) CENTER FORWARD  
Product CENTER FORWARD  
Estimate# 2072  
Buyer Spencer Wood  
Phone#  
Fax#

Agency ( ) WATERFRONT STRATEGIES  
3050 K ST NW, SUITE 100  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 96/102/2072  
Flight Dates 10/16/2012 - 10/22/2012  
Hiatus Weeks  
Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) JAN FOX  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

KSTU 5% KTVX 24% KUCW 2% KUPX 0% KUTV 30%  
NTVX 0%

Books null  
Demos RA35+